

- Maximize marketing resources by engaging partners as appropriate
- Develop and nurture relationships with partners, stakeholders, and audiences
- Collaborate with the academic community to identify and capitalize on new opportunities

In order to serve as a catalyst for economic opportunity and position the Global TransPark as a preferred business location within its primary targeted industry sectors, the GTP must generate leads that will result in additional jobs and investment. To that end, the GTP will continue to focus its marketing efforts towards corporate site selectors, site location consultants, and company executives within its identified targeted industries.

The following industries are targeted based on the GTP Master Plan and corroborating research^{19, 20}:

- Aerospace & Aviation

The GTP will continue to recruit businesses to locate in North Carolina. One sector of focus is the aerospace industry, in large part because it provides jobs with excellent wages and benefits. Additionally, the aerospace manufacturing sector requires a stable, long-term manufacturing presence due to the large capital investment and the 10- to 20-year planning and production cycles for aeronautics, making it a relatively stable employer. One state to benefit from the presence of the aerospace sector is Kansas. Kansas has been described as a “national and world center of aerospace manufacturing activity.” Over the next 10 years, the aviation manufacturing sector is forecast to account for 10.2 percent of jobs and 16.1 percent of payroll in the State of Kansas.²¹ Each aerospace job generates approximately 3.9 total jobs throughout the state based on both the firm’s and the employee’s spending.

This large, relatively stable sector has contributed to low unemployment in Kansas during the current recession, with Kansas having one of the lowest unemployment rates in the country.²²

Outlook for commercial aviation manufacturing is strong. Both Boeing and Airbus have large order backlogs. As of September 2010, Airbus reported 3,436 unfilled

¹⁹ Poole, K., M. White, P. Salem, E. Feser, J. Allardyce 2006. A Vision Plan for North Carolina’s Eastern Region, p. 17. http://www.nceast.org/download_file?id=8

²⁰ North Carolina Department of Commerce – 2010 Strategic Marketing Plan: <http://partners.thrivenc.com/recruitment-and-development-marketing-plan/target-audience-industry-sectors-2/>

²¹ *Research Report: Kansas Aerospace Industry Forecast*, by the Center for Economic Development and Business Research at the W. Frank Barton School of Business, Wichita State University (May, 2006) p. 17-18.

²² As of August, 2010, the unemployment rate in Kansas was 6.6%, compared with 9.5%, the latest national average. *Labor Report*, Kansas Dept. of Labor, Sept. 17, 2010.